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HOMEMAkers' CHAT

Friday, July 28, 1939.

(FOR BROADCAST USE ONLY)

SUBJECT: "ICE CREAM". Information from the Bureau of Home Economics, U. S. Department of Agriculture.

--ooOoo--

Our neighbors had ice cream for dinner the other night---fresh, homemade ice cream. They were freezing it out on their back porch along about 5 o'clock and I just couldn't resist watching them from my kitchen window.

It was a regular family affair---making that ice cream. Mrs. Smith mixed it. Mr. Smith supervised the freezing. And the three Smith children were all present---being as helpful as they could. They ran errands---and they cracked ice. They poured in salt---and they took turns cranking the freezer. And of course, all happened around when it was time to open the freezer---to see if the ice cream was hard enough to pack.

It made me fairly hanker after some ice cream myself---just watching them. In fact, it made me want to talk about ice cream. So today, I have some things to say about ice cream---mostly about the kind you buy at the store. I'm passing this information on to you from the Federal Bureau of Home Economics.

They seem to like to talk about ice cream in this weather, also. For here's the way they start out.

"To many a child and grown-up there's no more beautiful music these torrid days than the tinkle of the ice cream peddler's bell---the whirl of the family freezer---or the crackle of a cone as the soda boy pushes into it a generous dipperful of frozen dessert. For in a dish or cone---on a stick or in other more novel form---this food that literally melts in the mouth has come to be a national favorite."



I know I don't have to quote you any statistics to prove how much of a national favorite ice cream is. But here's a bit that may interest you---a comparison of ice cream twenty years ago---and ice cream now.

"Twenty years ago---Americans bought about a quart and a third of ice cream per person a year. Last year---there was enough sold in this country to supply every person in the United States with 8-1/2 quarts of ice cream apiece. Of course, there's no telling how much more we eat---that we make in home freezers and refrigerators.

"Wholesale production of ice cream began in a small way---less than 100 years ago in Baltimore, Maryland. Since then, it has grown into many times a million dollar industry. Not only is more ice cream produced today. But there are many more kinds and qualities than ever before.

This expansion in ice cream production has brought about new problems for the consumers---as you probably very well know. And here are some of the things that are being---or have been done about these problems. First there are the State standards.

"Of some protection to consumers are the State standards for plain and for fruit and nut ice cream. These vary in a most perplexing way from State to State, however. For instance, the minimum requirements for the amount of butterfat in plain ice cream goes as low as 8 percent in some States---is as high as 14 percent in some others. Only about half the 48 States have set a minimum on the amount of other milk solids beside butterfat that must be included in ice cream. And only a small handful have limited the amount of air that may be beaten into ice cream."

As for a Federal ice cream standard---there isn't any now.

"For until Congress passed the Food, Drug, and Cosmetic Act of 1938---no agency had the power to set up a food standard that would have legal force. Now, however, under the new law---the Federal Food and Drug Administration is going about



setting up standards for some of the more common foods.

"It will probably be sometime this fall that they will get machinery in motion for setting up a Federal ice cream standard. This will apply to all ice cream that enters into interstate commerce."

But the lawmakers aren't the only ones who are interested in ice cream improvement. The scientists are doing their part. They're finding out things about regulating the mixing and the freezing of ice cream, that help the manufacturer please the consumer.

"Research workers in the Federal Bureau of Dairy Industry in Washington carry on ice cream experiments in the modern laboratories. They mix up batches of experimental ice cream---then test it scientifically. In other laboratories, scientists are working on ways of using frozen fruit pulp in ice cream. This would help both ice cream makers and fruit growers. For it makes use of fruit that is perfectly good to eat---but too soft and ripe to be used in the customary ways. And it gives to ice cream---that good real flavor of strawberry---or peach---or apricot---or whatever fruit is used."

So much for ice cream on the statute books---and ice cream in the laboratory. Just a word about ice cream on your table. I have a suggestion for serving ice cream, sometime when you have guests.

Give each guest a dish of plain ice cream. Then let him select from a tray or a table the sauce he wants to put on it. You may have any assortment of sauces, of course. Personally, I like strawberry, and peach---then either chocolate or caramel---and maybe some chopped nuts and maraschino cherries to top the sundae.

Well, that's all the ice cream talk I have for today. I'm leaving you with a dish of plain ice cream and your choice of sauces, and I've no doubt that you can carry on from there yourself.

